

# Develop Your Author Platform

**This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.**

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## **Week 1**

Don't sell your book, sell your mission. Finding people to promote your book. The role of an elevator pitch. The full pitch. The biography.

Assignment: Develop an original mission, then write three pieces: your book's one-line elevator pitch; 75-or-so word "full pitch"; and your own 25-75 word biography.

## **Week 2**

Blurbs and bloggers. How to target your key list of promoters. The components of a query for a blurb. Leads to target and mistakes to avoid.

Assignment: Write a pitch-perfect blurb query targeted to a real-life blogger, author, or specialist who can help evangelize your book.

## **Week 3**

Writers write. How having bylines can help sell your book. How to pitch articles and essays that tie back into your mission.

Assignment: Write out an idea for a 600-1000 word magazine personal essay, top list, or self-quiz based on your book's mission.

## **Week 4**

Sell yourself long. How to develop a press release. Using Facebook, Twitter, and social media to develop your platform and promote your book.

Assignment: Write a press release focusing on your mission. If your book has already been published or is soon-to-be-released, create a Fan Page on Facebook; if you're not there quite yet, start by setting up a Facebook profile page. Set up a Twitter account and find at least 10 people to follow.